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(54) Interactive television system

(57) A method of providing an interactive program to a television user comprised of transmitting a television program, transmitting variables relating to possible television program choices within the vertical blanking interval of the television program, storing the variables at a user location, displaying the television program, and modifying the variables at the user location during the progress of the television program so as to change the progress of the television program. Program choice variations are controlled at the user location rather than at the head end.

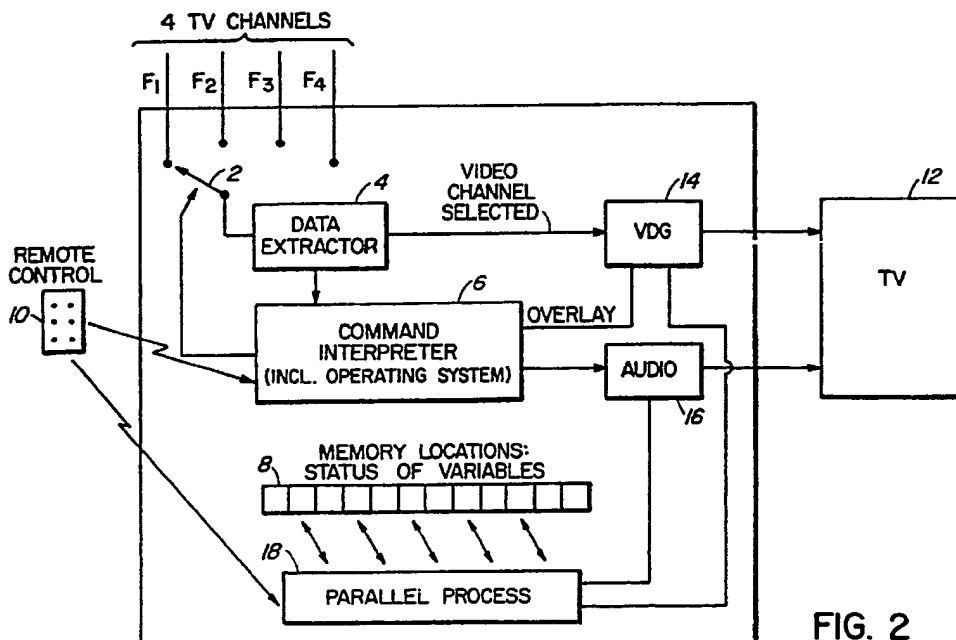


FIG. 2